

# Ideas

Ideas need not be unique to be universal. Ideas need not be new to be unique. They need not be dramatic. But they must be useful. Let the readership of *Public Health Reports* be your sounding board.

—THE EDITORS

## Recruiting Aid

**VIRGINIA.** A practical aid to recruitment of public health nurses has been worked out between the Virginia State Department of Health and the State Highway Department. New employees who do not own cars and are unable to purchase them immediately may have State cars assigned to them for official duty for 6 months. The health department reimburses the highway department on a basis of 4 cents per mile. This provision has proved to be a real asset, since the majority of young graduate nurses are obviously unable or unwilling to take on the financing of a car before they have had a chance to settle down to a new job. Postponing the employment of a much needed nurse because a car is not available has been reduced to a minimum through the plan.

Moreover, if an employee's personal car is out of use because of repair work, a State car may be obtained to cover the period of expected need, a provision which has helped local health departments.

## Waiting-Room Reading

**DELAWARE.** The Delaware Water Pollution Control Commission not only places information in the hands of the people—but also gets them to look at it. Informational literature is sent to doctors, dentists, barber shops, and beauty parlors as waiting-room reading material. Almost

everyone at some time or other finds it necessary to kill a little time in one of these establishments. The dog-eared nature of the available literature is tell-tale evidence of the fact that it is perused intensively.

## Water Fluoridation Kits

**NEW YORK.** Many health officers have shown a keen interest in effective ways and means of informing their communities about water fluoridation. The New York State Health Department meets this need with a kit of useful material which includes a pamphlet on fluoridation, suggested news releases, a list of communities which have adopted fluoridation, and a list of equipment and supplies needed by a community in fluoridating its water supplies.

The packet, representing the combined efforts of the health department's bureau of dental health and office of public education, is being distributed to New York State health officers, women's groups, and other interested organizations.

## Clinic for Dogs

**NEW JERSEY.** A clinic to treat and study cancer in dogs has been set up by the Bureau of Biological Research at Rutgers University. Dogs get both benign and malignant tumors, some of which resemble tumors in human beings. The Cancer Clinic for Dogs, where dogs are the patients, may turn up knowledge helpful in treating cancer in man.

All sick dogs are treated free, but the clinic accepts voluntary contributions from dog owners who are interested in expanding research on this particular victim of cancer. Financial assistance was contributed by the Public Health Service, and the Veterinary Medical Association of New Jersey endorsed the organizing of the unique research center.

As soon as the facilities are available, ill dogs will be accepted from other States, but for the time being the clinic accepts its canine patients

for treatment only on reference of veterinarians in New Jersey, who have been asked to cooperate in sending suspected or active cases of cancer to the research laboratory for study. One function of the Cancer Clinic for Dogs is its diagnostic assistance to veterinarians—the electroencephalograph it uses will measure electrical waves in the brain, an advanced method of diagnosing damage which few veterinarians could afford.

## Dial Once

**CLEVELAND, OHIO.** One telephone call will locate a health film in Cleveland now—no longer will it be necessary to make four or five calls.

By placing a telephone call to any one of four well-publicized information points, an inquirer can find out whether or not any film on a health topic is available in Cleveland, and where. He can find out other items of interest too: the film's running time; the rental charge if the film is not available for free use; the age level best suited for viewing the film; or the name and address of the producer should he want to purchase the film. The bureau of health education of the Cleveland Division of Health put the new system into effect at the request of the Cleveland Health Council.

## Instrument Holder

**BROOKLYN, N. Y.** Laboratories can easily make a rack to hold inoculating needles, glass rods, pencils, or small laboratory instruments.

The laboratory of the Public Health Service Hospital at Manhattan Beach constructed such a holder by stretching a wire spring across a white enamel metal back.

The holder looks like the familiar kitchen knife holder. It is neat, easy to clean, easy to see, easy to use—especially if conveniently located on a wall near the workbench.

Time is saved by not having to search through drawers for instruments.